

June 2020

V o l u m e 2 5 • N u m b e r 6

MARK YOUR CALENDAR

All live events and classes
have been canceled
due to COVID-19.

Virtual Orientation
Thursday, June 18, 2020
9:00 am - 12:30 pm

[CLICK HERE](#)
FULL EVENT CALENDAR

[CLICK HERE](#)
REGISTER FOR
PARAGON™ TRAINING

IN THIS ISSUE

Page 2

President's Message, Cindy Ulsrud

Page 3

MLS News

Nominating Committee & Directors Petition Notice

Minority Scholarship

Page 4

RASCW & SCWMLS Physical Office

June is Homeownership Month

Find That One Thing

Page 5

Right Tools Right Now

Virtual New Member Orientation

Page 6

REALTOR® REVIEW Newsletter Getting a Facelift!

Page 7

Broker's Day Events at the Parade of Homes

Page 8

RASCW Commercial Corner

Tom Shannon Memorial

Continuing Education 2019-20

Page 9

Membership Update

Keep More of Your Money in 2020: Free Remote Program



Tax-Reduction Strategies for the Real Estate Professional Strategies that save you time and money!

Wednesday, June 24, 2020
9:30 am-12:00 pm

Please plan to log in to the Zoom meeting at 9:15 am in case you have to download the app or encounter login issues. Seminar begins promptly at 9:30 am.

Don't let the NEW 2020 Tax DEDUCTIONS pass you by!

**Instructor: Kelly Clark
Bradford Tax Solutions**



[Click Here to Register](#)
Space is Limited!

See registration link for more details!

*For best results, please plan on attending this virtual program with your webcam on. This is an interactive program.

Bradford and Company, Inc is a non-biased educational firm.
This is not a tax-prep class.

This lively, entertaining seminar is presented by Bradford Tax Solutions, Inc., a provider of tax reduction strategies for more than 40 years. **Information in this seminar is excerpted from Bradford's Business Tax Deductions program, optionally available to seminar attendees after the seminar.**

REALTOR[®] REVIEW

A REALTORS[®] Association of
South Central Wisconsin
Publication

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EDITORIAL STAFF

Ruth A. Hackney, Editor-in-Chief
Ann McGinty, Communications Coordinator

The purpose of the REALTOR[®] Review is to inform its Members of events, issues and accomplishments pertaining to the REALTORS[®] Association of South Central Wisconsin.

If you would like to submit information, story ideas, or articles for inclusion in the REALTOR[®] Review please contact Ruth A. Hackney at ruth@wisre.com.

Submit typewritten articles, with contact name and phone number to:

RASCW

4801 Forest Run Road, Suite 101
Madison, WI 53704-7337

Phone: (608) 240-2800
Fax: (608) 240-2801

Items submitted in Microsoft[®] Word programs are also welcome.



President's Message, Cindy Ulstrup



Home: We often hear the phrase, "Home is where the heart is," but I believe it is deeper than that. Our connections to home start with our family, friends, and the countless memories that have woven through our lives and speak to the core of who we are and what is important to us. And with recent events, home is more important than ever! REALTORS[®] have the gift of helping their clients find comfort and achieve hopes and dreams, laying the foundation for a wonderful future.

While the events and obstacles our nation has faced challenged that future and often made things feel out of control, I challenge you to stay calm and continue to guide your friends through the stress. Now more than ever, reach out to your family, friends and clients (current and past) and ask them, "How are you doing?" Talk about their FORD (Family, Occupation, Recreation or Decisions). We are craving human connection, and that little kindness may bring light into their day.

Lastly, home for many right now has had to adapt into an office, school room, retreat and more. For some it works, but for others it has shined a light on what they really want. Take this opportunity to be their guide, helping them to imagine what their future could hold. A yard? An office? More space?

Thank you for your time, please stay safe and a little reminder to please continue to show each other the respect that you would expect in return. We are ALL one family as REALTORS[®] and the public is watching everything closer than ever before!

Thank you!

Cindy



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Notice of RASCW Nominating Committee and Board of Directors Petition Notice

In the July issue of the REALTOR® Review, you will be noticed of the slate of candidates selected for the 2021 RASCW Board of Directors. Additional Members meeting the criteria for the Director position to be filled may appear on the ballot if they agree to the time commitment involved and are supported by a petition signed by 25 or more Members (no more than 10 from their own company). Petitions must be received at the RASCW office before August 15, 2020. For specific details, see Article XI of the RASCW Bylaws or contact Janine Smith at 608-240-2800 or janine@wisre.com.

Minority Scholarship

The RASCW Minority Scholarship program was developed to encourage diversity in the real estate industry by providing financial assistance, education, support, and mentorship to qualified applicants. In the past decade, over 120 candidates have received a scholarship to join the REALTOR® Association and MLS.

RASCW remains committed to supporting eligible participants, and additional information on how brokers and new agents can take advantage of this program can be found in the link below. Please reach out to Committee Co-Chairs, Karen Grey & Javier Neira with any questions you may have.

<https://www.rascw.org/member-services/minority-scholarship/>



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Thank You!

Our success reflects the hard work of our real estate colleagues.

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MLS NEWS

Visit www.scwmls.com for expanded details.



Setting a Specific Date for the Review of Offers

When a listing agent advertises a set date for review of, consideration of, or response to an offer, please understand that the seller is free to change that date at any time without notice. It is best to submit your offer in a timely manner, and not wait until the deadline.

Updated Instructions for Keybox Non-Member Access (NMA)

Supra has streamlined Non-Member Access (NMA) for use with our keyboxes. NMA allows a non-member, such as an agent from outside our area, or a contractor, access to a single keybox by invitation of the listing agent. Information on granting NMA can be found here:

[Complete Instruction on How to Grant NMA Access](#)

[Shortcut to the Updated Instructions for the Non-Member](#)

Training Opportunity for Collaboration Center

If you are still sending your clients legacy auto emails, please consider upgrading to Collaboration Center. Collaboration Center gives your clients access to their own website where they can save and organize their favorite, possible and rejected listings.

Please join our Paragon™ sales rep, Terry Tanner, for a live webinar on how to use Collaboration Center. Your clients will thank you for spending an hour to make their buying experience easier.

[Wednesday, June 17 from 10:00 - 11:00 am CST](#)

[Friday, June 19 from 1:00 - 2:00 pm CST](#)

If these times do not work for you, [click here](#) to view a recorded instructional video on Collaboration Center.

Rule Reminder about Photos - Please

Photos loaded into Paragon™ should not contain office/agent names, logos, or contact information. Please take photos from an angle to avoid your for sale sign, or from an angle such that your sign is not readable. If this is not possible, please edit your photo to blur or cover the sign before loading it into Paragon™. This rule extends to unbranded virtual tours loaded into Paragon™ as well.

Holding Earnest Money & Limited Service Listings

If the only service that is not being provided by the listing broker for a particular listing is that of holding earnest money, that listing is not a limited service listing. We have clarified this via an update to our [Disclosure Form for Limited Service Listings](#).

RASCW & SCWMLS Physical Office

The dedicated staff at RASCW and SCWMLS didn't skip a beat as operations transitioned to virtual in late March. We have been honored to serve you, answering your questions, providing access to tools, and innovating solutions to some of the challenges you have faced.

But we've missed you!

We are excited to announce that beginning the week of June 15th, we will welcome 25% of our staff back into the office. This means that curbside service and pickup can be accessed more reliably and much quicker. We are also prepared to schedule in-person appointments when it cannot be completed virtually.

We will ask that any persons who are meeting with our staff on the RASCW & SCWMLS premises are expected to abide by the following rules:

- Maintain six feet of physical distancing from other individuals.
- Wear a mask in public spaces and hallways (provided if needed).
- Wash hands (or use hand sanitizer when soap and water are not available) when entering the building and after touching common objects, such as door handles, etc.
- Do not come to the premises or immediately exit if you exhibit symptoms of COVID-19.

We look forward to the day when we can once again fully open our doors and see your smiling faces!

June is Homeownership Month

<https://homeownershipmatters.realtor/>

June is Homeownership Month and we are celebrating Americans who are #CreatingHome. By becoming homeowners, they are one step closer to the American Dream and sharing their experience can encourage others to do the same. Join NAR all month long as together we celebrate the new era of homeownership and recognize the people, policies, and programs that are #CreatingHome now and into the future!

If you or your clients are building community, transforming their homes, or even realizing the dream of home ownership, share their story on social media with #CreatingHome.

Find That One Thing

When times seem difficult, find that one thing that always makes you come back to center and smile. For some people, it could be a good cup of coffee, for others it may be working out, but find that one thing and do it every day. Also, right after doing it, make a handful of phone calls to your clients. You will see the best response because they will feel your investment on the other end of the phone. Your sphere of influence does want to hear from you, whether they want to tell you all their problems, talk to you about the market, or just to hear someone that is positive during these times.

-Chad Bishop at Inman Connect

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Brandon Strayer
Madison
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NMLS: 526126



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NAR has continued its "Right Tools Right Now" program that offers free or deeply discounted webinars, online education courses and digital tools to help REALTORS®. They currently are offering 30% off all online courses through August 31st and 50% off At Home with Diversity, Pricing Strategies Advisor, and E-Pro. Telehealth is available to you and your family for just \$7 per month.

Check it out at: www.nar.realtor/right-tools-right-now



COVID-19 Products Available from NAR

The NAR Team Store has personal protection equipment available including masks, hand sanitizer, contactless thermometers, gloves, and shoe covers. These products are being produced and sold at-cost through NAR's relaunched Right Tools, Right Now Initiative. NAR is not profiting from the sale of these items.

<https://www.narteamstore.realtor/COVID19>

Virtual New Member Orientation

Due to the current COVID-19 situation, RASCW has not been able to hold live New Member Orientation sessions every month. The RASCW Orientation Committee led by the 2020 Chair, Dominic Colosimo has been hard at work to develop a virtual solution. **The new members will take the NAR required Ethics Training via the NAR website, prior to attending this new Virtual Orientation.** There are currently 116 new members awaiting to attend, many of whom have already completed the required Ethics portion. We are committed to providing this valuable training to all new members in this format, until the time comes for the sessions to return to a classroom setting. Thank you to all members of the committee and their dedication towards rising to the challenge. Virtual Orientation will be held Thursday, June 18th from 9:00 am to 12:30 pm. Contact rick@wisre.com if you have questions.

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REALTOR® REVIEW Newsletter Getting a Facelift!

RASCW will be updating our Newsletter to a new format, starting in July. This new format gives us much better statistics and insight into the articles that you enjoy, so we can provide you with even more relevant information each month in a much richer media experience.

Along with the new format, we have also updated the Ad space availability and spacing. If you wish to advertise, please [click here](#) for more information and a copy of the contract. **Please note: Large and Medium ad spots are sold out for 2020.*

The image shows a draft of a newsletter layout. At the top is the RASCW logo (REALTORS® ASSOCIATION OF SOUTH CENTRAL WISCONSIN) and the title "REALTOR REVIEW Newsletter". Below the title is the date "June 2020 - VOLUME 26 - NUMBER 4". The main content area is titled "UPCOMING EVENTS" and features three event cards: "Euchre" with a card image and a "REGISTER" button, "It's Spring Time at the Ball Park!" with a stadium image and a "REGISTER (Prefer this size)" button, and a "VIEW EVENT CALENDAR" button. Below this is a "Feature Headline/Article" section with a placeholder image of a city skyline and the year "2020", and a "READ MORE" button. A large "DRAFT" watermark is overlaid on the entire page.

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Broker's Day Events at the Parade of Homes

Click below for more information and registration information:

[Westbridge & Carriage Ridge](#)

June 23rd
12:00 pm - 2:00 pm

[Fahey Fields](#)

June 24th
12:00 pm - 1:30 pm

[Savannah Brooks & Windsor Gardens](#)

June 25th
12:00 pm - 2:00 pm



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Property Management Tools

Guidance for Rent Relief Requests and other Commercial Real Estate Tenant/Landlord Issues

<https://www.ccim.com/rentrelief/?gmSsoPc=1>

Institute of Real Estate Management Resources & Education

<https://www.irem.org/learning/coronavirus>



Tom Shannon Memorial • March 11, 2020

We celebrate the life of Tom Shannon who, although never a REALTOR® or directly involved with sales in our industry, was an active member of our RASCW REALTOR® Housing Foundation for over 18 years from 2001-2020! As a Compliance Officer for John Deere Financial, Tom volunteered with our Foundation Board as President from 2006-2009 and was our Treasurer for most of his remaining term.

Tom was always smiling and friendly, was knowledgeable and dedicated to helping Buyers obtain a mortgage loan, and was a true asset to our Foundation. He will be greatly missed!



Continuing Education 2019-20

By partnering with the Wisconsin REALTORS® Association RASCW is able to provide a high standard of real estate education, enabling you to better serve your clients. Since the DSPS has not indicated that they plan on extending the December 14th renewal deadline, check out WRA's list of On Demand or Self Study courses while you're safe at home! License renewal requires 18 hours of continuing education.

Mandatory Courses

- Course 1 – Wisconsin Listing Contracts
- Course 2 – Wisconsin Offers to Purchase
- Course 3 – Wisconsin New Developments
- Course 4 – Wisconsin Real Estate Ethics and Consumer Protection
- Course 5 – Wisconsin Real Estate Law and Practice
- Course 6 – Wisconsin Real Estate Transactions

[To register for online and self-study courses, please click here.](#)

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MEMBERSHIP UPDATE

NEW MEMBERS

Joe Biba
Century 21 Affiliated

Brad DeShon
River City Realty

Riti Jindal
Aashram Realty, LLC.

Wendy Pacetti
First Weber Inc

Tyler Brudny
Great Rock Realty LLC

Stephen Dinehart
Heartland Business Transitions, Inc

Michael Klubertanz
Restaino & Associates ERA Powered

Samantha Papapetropoulos
First Weber Inc

William Butcher
Fourcap Real Estate

Jason Fisher
Fisher Realty Group, LLC

Thomas Munderloh
Weichert, REALTORS® - Great Day Group

Duane Price
Whitetail Properties Real Estate LLC

Luke DePrey
Stark Company, REALTORS®

John Hamner
Sprinkman Real Estate

Brooke Olson
River City Realty

Angie Protexter
eXp Realty, LLC

Jack Rheingans
Century 21 Affiliated

Daniel Severson
Dane County Real Estate

Marcy Smith
Bunbury & Associates, REALTORS®

Jacky Tu
Bunbury & Associates, REALTORS®

Angel Williams
Capella Realty Group, LLC

MEMBERSHIP TRANSFERS

NAME	FROM	TO
Tony Bonn	Century 21 Affiliated	Big Block Midwest
Adriana Contreras	Keller Williams Realty	Badger Realty Team
Teresa Hanson	New Home Star Wisconsin LLC	Keller Williams Realty
Nicole Iverson	First Weber Inc	Moving On Wisconsin Realty LLC
Penny Jaskulske	eXp Realty, LLC	Penny Lane Realty LLC
JJ Liu	Tri-River Realty	TRR Realty LLC
Maipanhia Moua	Wisconsin Special Properties LLC	Big Block Midwest
Stacy Mrowiec	Century 21 Affiliated	Lakestone Properties
David Pausch	Realty Executives Cooper Spransy	Weichert, REALTORS® - Lakepoint
Teran Peterson	Quality First Realty, LLC	Inventure Realty Group, Inc
Sarah Powell	Castle Rock Realty LLC	RE/MAX RealPros
Scott Schroeder	First Weber Inc	RE/MAX Connections
Hannah Shin	Tim O'Brien Homes Inc	Inventure Realty Group, Inc

NEW OFFICES

Heartland Business Transitions, Inc, Middleton, WI

Penny Lane Realty LLC, Middleton, WI

TRR Realty LLC, Waunakee, WI



Corey R. Randl
Assistant Vice President
Mortgage Loan Officer
NMLS 500032
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